



# SPONSORSHIP PROSPECTUS

**TORONTO: OCTOBER 6, 2022**  
**MaRS DISCOVERY DISTRICT**



Medical device *commercialization* information and inspiration for medtech entrepreneurs, start-ups, and entrepreneurial organizations in Toronto ON.

Gain visibility and connect with regional medtech entrepreneurs, regulators, and influencers.

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Very much appreciated hearing stories of success with the pain points in between.

Investor perspective”  
was very key.

2019 ATTENDEE SURVEY COMMENTS

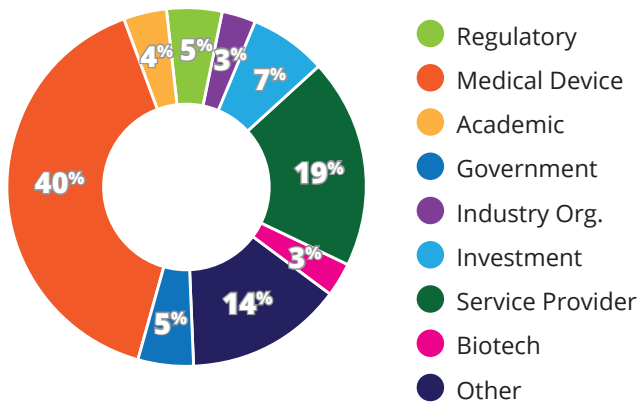
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# Attendees

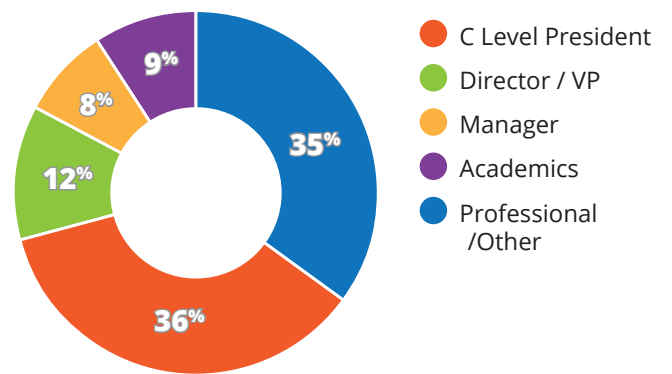
## Who Attends?

Medical Device Playbook provides an environment and positioning that establish trust and relationships with medtech entrepreneurs and start-ups from the Greater Toronto Area community.

### PLAYBOOK ATTENDEES BY ORGANIZATION



### PLAYBOOK ATTENDEES BY TITLE



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Candid stories of medtech startups followed by lessons learned.

2019 ATTENDEE SURVEY COMMENTS

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## Program Sponsorships

Position your organization as a medtech entrepreneur supporter with Medical Device Playbook Program Sponsorships. Sponsorship provides brand exposure and opportunities to initiate mutually beneficial relationships with medtech entrepreneurs, start-ups and influencers. Net proceeds from each event (including sponsorships) benefit OBIO®. Sponsorship options include:

- A session featuring your organization. Topic and participants will be defined and developed with StarFish CEO.
- Table top exhibit space in high traffic reception area.
- Senior executive participation in private VIP dinner.
- Five (5) complimentary conference passes for corporate representatives or invited customers/guests.
- MedDevPlaybook.com website logo recognition.
- Branding recognition and acknowledgment in conference program.
- Corporate profiles and logo on the Medical Device Playbook event website.

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The quality of the attendees.

2019 ATTENDEE SURVEY COMMENTS

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	Gold Sponsorship	Supporting Sponsorship
	<b>\$5,000 per event</b>	<b>\$3,000 per event</b>
Sponsored Session	1 per event	No
Exhibit space	Yes	Yes
Conference passes	10 per event	10
Senior executive participation in invite-only VIP activities	Yes	Yes
Medical Device Playbook 2022 delegate mailing-to-list	Yes	No
Corporate logo recognition and acknowledgment	Yes	Yes
Corporate profile and logo on Medical Device Playbook 2022 website	Yes	Yes

# Hospitality Sponsorships Details

## MEDICAL DEVICE PLAYBOOK NETWORK RECEPTION SPONSORSHIP

SPONSOR FEE: \$3,000 per event

Supporting the Network Reception demonstrates your company's leadership, and build relationships in a convivial setting. Benefits include corporate logo recognition in the program and website, event announcements and acknowledgment, and reception table cards with your corporate logo.

- Table top exhibit space in high traffic reception area.
- Five (5) complimentary Reception passes for corporate representatives or invited customers/guests.
- MedDevPlaybook.com website logo recognition.

## MEDICAL DEVICE PLAYBOOK NETWORK BREAK SPONSORSHIP

SPONSOR FEE: \$1,500 per event

MEDICAL DEVICE PLAYBOOK attendees will enjoy morning and afternoon networking refreshment breaks compliments of the Networking Break Sponsor. Benefits include event announcements and acknowledgment, and reception table cards with your corporate logo.

- Table top exhibit space in high traffic reception area.
- One (1) complimentary conference pass for corporate representative or invited guest.
- MedDevPlaybook.com website logo recognition.

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Fast pace, quality presentations, networking, good food.

2019 ATTENDEE SURVEY COMMENTS

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### SPONSORSHIP OPPORTUNITIES

For more information, contact:

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